

A STUDY ON CUSTOMER PERCEPTION OF BANTING – KLANG,
ROUTE 127 OF KENDERAAN KLANG BANTING BERHAD.

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PREFACE

Transportation system in the world today has influenced the demand pattern. These occur because demand for transport is indirect. When this happen, the transport operators are important to play their role and fulfil the customers needs.

Currently, transportation system today needs an excellent strategy in order to achieve the company's objective.

As a public transport operator in Klang Valley, KKBB need to have proper planning to achieve their aim. Furthermore, the Banting – Klang stage route is also the most profitable route to KKBB. It is known as the golden route.

Here, one of the factors that influence the service provided is the user. Therefore, it was found that customer perception is particularly important in behavioural research. Based on this statement, this study will focus directly on customer perception due to the characteristic of service perform by KKBB.

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